

# Case Study: How Cycling Westfjords Simplified Bike Race Registration and Accommodation with Corsa

Bike races not only require physical endurance and determination but also efficient organization and seamless experiences for participants.

In this customer case study, we dive into the journey of [Cycling Westfjords](#), an event organizer and bicycle tourism company based in Isafjordur, Iceland. Discover how Cycling Westfjords utilized Corsa, an event management platform to organizing stage cycling events, overcoming obstacles and creating remarkable experiences for participants.



While participating in the Arnar Westfjords Way challenge, cyclists are surrounded by stunning scenery - Photo from Cycling Westfjords

## The home of Westfjords Way Challenge

[Cycling Westfjords](#) is a renowned cycling event organizer and bicycle tourism company. They specialize in all things biking-related in the Westfjords. With their dedication to creating unforgettable experiences, Cycling Westfjords has successfully held two major events that have welcomed over 200 bikers from all around the world to Iceland. One of their most notable achievements is the [Arna Westfjords Way](#) stage race, a thrilling adventure around the scenic Westfjords.

ICELAND • 22 JUNE 2026

## 2026 Arna Westfjords Way Challenge & Midnight Special

The Arna Westfjords Way Challenge is the first ultra-endurance stage bike race of its kind. A race where people and place are connected through Cultural Connections, points of interest where your race time is paused and you are able to soak in the local culture of the Westfjords of Iceland. 1,000 kilometers over 4 stages makes this race a Challenge and the last stage starts at midnight to celebrate the 24-hour arctic sun. Learn more at [www.cyclingwestfjords.com/wfwc](http://www.cyclingwestfjords.com/wfwc).



### Overcoming obstacles in remote landscapes

Organizing a race in such a remote and isolated region has proven to be a significant challenge for Cycling Westfjords and its attendees. The event's uniqueness presented challenges not only for the organizers but also for the participants. Participating in a stage race in a remote region requires thorough preparation for both attendees and organizers. The Arna Westfjords Way Challenge spans five days, with each day carefully planned. Bikers must start and end in specific locations and sleep in designated accommodations where everyone finishes the day. Initially, attendees had to personally contact the accommodations themselves, posing a logistical hurdle.



Cyclists ride through the breathtaking wilderness - Photo from Cycling Westfjords.










## Streamlining accommodations with Corsa store

Cycling Westfjords' primary objective is to assist and accommodate travellers from all around the world to the best of their ability. To streamline the registration process and enhance the participant experience, they first adopted Corsa for registration and ticketing processes.

However, they were impressed by the capabilities of Corsa and later decided to leverage Corsa Store to sell accommodations alongside the registration process, further improving the overall experience for participants.

Through the Corsa Store, attendees can conveniently book available accommodations in the area directly within the registration package. This integration provides a comprehensive overview, complete with detailed information about the locations and various accommodation types.

## Store

<p><b>Sunday June 21 (Day before Race Expo)</b> Hotel Isafjörður Torfnæs is a summer hotel on two floors with both double and triple. The hotel is conveniently located about 10 minutes' walk from the center of...</p> <p></p> <p><b>+</b> From 34,500 kr.</p>	<p><b>Monday June 22 (Race Expo)</b> Hotel Isafjörður Torfnæs is a summer hotel on two floors with both double and triple rooms. The hotel is conveniently located about 10 minutes' walk from the...</p> <p></p> <p><b>+</b> From 34,500 kr.</p>
<p><b>Tuesday June 23 (Stage 1)</b> Stage 1 ends at Hotel Laugarhöll in Bjarnarfjörður. Hotel Laugarhöll is the main race hotel where dinner and breakfast will be served. Choose a double room with or...</p> <p></p> <p><b>+</b> From 30,000 kr.</p>	<p><b>Wednesday June 24 (Stage 2)</b> Stage 2 ends at Vogur Country Lodge near Búdardalur. Vogur Country Lodge will provide dinner and breakfast. Choose from single, double, triple, family (2 large beds)...</p> <p></p> <p><b>+</b> From 28,000 kr.</p>
<p><b>Thursday, June 25-27 (Stage 3 and Adventure Day)</b> Stage 3 ends in the town of Patreksfjörður where soup will be served when you arrive. Accommodation options are spread out through the town, all near the Adventure...</p> <p></p> <p><b>+</b> From 82,000 kr.</p>	<p><b>Saturday June 27 (Midnight Special Stage 4)</b> Hotel Isafjörður Torfnæs is a summer hotel on two floors with both double and triple rooms. The hotel is conveniently located about 10 minutes' walk from the...</p> <p></p> <p><b>+</b> From 34,500 kr.</p>
<p><b>2026 Arna WFWC Bus</b> The race bus will be available for the trip to and from Isafjörður this year. There are 7 spots total. Bikes are preferred to be assembled, if possible, so that they can...</p> <p></p> <p><b>+</b> From 30,000 kr.</p>	<p><b>OPEN WIDE Rental Bike</b> We are excited to offer a high-end bike rental for the race. The bikes are setup tubeless and feature SRAM Etap AXS wireless drivetrains. 40t x 10-50t with hydraul...</p> <p></p> <p><b>+</b> From 75,000 kr.</p>
<p><b>Midnight Special Bus</b> The Midnight Special bus transports you and your bike from the finish line in Isafjörður to the start line in Patreksfjörður. The bus will leave the Fjord Hub at 2pm...</p> <p></p> <p><b>+</b> 15,000 kr.</p>	

"We've received a lot of compliments on how professional the system looks and how easy it is to use. In other events, such as other ultra cycling events, participants typically register for the race and then have to separately organize their accommodation. They needed to figure out the distance they will cover and search for available hotels. With Corsa, everything is conveniently integrated, making the process much smoother for our participants," enthuses Tyler Wackler, Co-Owner of Cycling Westfjords.



Tyler Wacker, co-owner of Cycling Westfjords - Photo from Cycling Westfjords

## Professionalism and customization with Corsa

The adoption of Corsa has transformed the way Cycling Westfjords operates, adding a professional touch and facilitating seamless event registrations. The system's flexibility allows the company to customize the registration's page to perfectly reflect their brand. They can also add relevant text and descriptions to create a personalized experience that resonates with their attendees. These aspects are crucial for Cycling Westfjords, as their event is unique and niche, differentiating it from other bike races. The pressure of organizing an event that spans different locations intensifies the need for accurate and detailed information.

*"The Corsa system is so flexible that we get to design what the site looks like. We get to input the text that we wanted to say. And we can always make these changes." - Tyler Wacker*



The unique race offered by Cycling Westfjords fosters connection and friendship among bikers - Photo from Cycling Westfjords

*“One thing that really helped us with Corsa is its flexibility and adaptability compared with other systems. During registration, the team could make constant changes and adjustments. For example, they opened early registration exclusively to Icelandic residents, giving them priority for the event and requiring specific website messaging to explain the process. Later, remaining tickets were made available to the public, which required updates to ticket availability and descriptions. Corsa handled these internal changes smoothly — including bookings and payments — allowing organizers to manage the event’s evolving needs easily.”*

Register

## 2026 Arna Westfjords Way Challenge & Midnight Special

### Tickets

[Arna Westfjords Way Challenge June 22 to 27, 2026](#)

[Midnight Special June 27, 2026](#)

**\*\*Please read the [2026 Handbook](#) thoroughly before registering.\*\***

Open registration for all categories is open until it is sold out.

Choose from Solo, Pairs, or Foursome categories!

View who is registered [here](#)

Foursome: Westfjords Way Challenge Arna WFWC - <a href="#">Learn more</a>	360,000 kr.	-	1	+
Pair: Westfjords Way Challenge Arna WFWC - <a href="#">Learn more</a>	180,000 kr.	<a href="#">Add to cart</a>		
Solo: Westfjords Way Challenge Arna WFWC - <a href="#">Learn more</a>	100,000 kr.	<a href="#">Add to cart</a>		
Foursome: Midnight Special Midnight Special - <a href="#">Learn more</a>	90,000 kr.	<a href="#">Add to cart</a>		
Pair: Midnight Special Midnight Special - <a href="#">Learn more</a>	45,000 kr.	<a href="#">Add to cart</a>		
Solo: Midnight Special Midnight Special - <a href="#">Learn more</a>	25,000 kr.	<a href="#">Add to cart</a>		

### Summary

1 Foursome: Westfjords Way Challenge  
Arna WFWC 360,000 kr.

Total 360,000 kr.

[Continue](#)

## Improved ticketing and registration processes

Following the adoption of Corsa, Cycling Westfjords experienced smooth event operations and participant satisfaction. By having all the necessary information and features consolidated into one site, they projected a professional and trustworthy image to their audience. The beautiful user interface created a visually appealing experience for attendees, reinforcing their confidence in the event organizer.



Cyclists from across the globe unite at Cycling Westfjords events, where racing meets friendship - Photo from Cycling Westfjords

One of the significant benefits of using Corsa's event management system was the improvement to their ticketing and registration processes.

*“The Corsa Store has been a huge help. In the first year, participants had to call individual accommodations to book rooms. Last year, organizers managed all accommodation bookings as a whole and used the Corsa Store to sell them alongside event tickets. By integrating the Corsa Store, Cycling Westfjords clients could easily book lodging while purchasing race tickets, streamlining the experience for everyone.”*

## **Future plans and continuing success with Corsa**

The success of Corsa's implementation and the positive feedback it has generated have made a lasting impact on Cycling Westfjords, leading them to plan future events using the same event-management system. The organizer's satisfaction with Corsa's professional appearance and user-friendly interface has solidified their trust in it as an essential part of their planning process. By seamlessly integrating registration and accommodation organization, Corsa eliminates the hassle of booking lodging separately based on race routes and hotel availability. With this proven effectiveness, Cycling Westfjords looks forward to continued success and growth with Corsa's support.



Cycling Westfjords is preparing for events in 2024, using Corsa. Photo from the event in 2023 by Cycling Westfjords.

Cycling Westfjords' success story exemplifies how crucial it is to have the right tools when organizing events. By adopting Corsa, they streamlined operations, simplified registration and accommodation, and improved the participant experience—resulting in smoother events and higher satisfaction. The right event-management solution lets organizers deliver memorable experiences that resonate with attendees and drive long-term success.

Learn more at [www.corsa.events](http://www.corsa.events)